

M A In Social Communication

Distribution of Papers M.A. FIRST YEAR

- I Communication: Concepts and Theories
- II Mass Media and Society: Growth and Development
- III Communication Research and Statistics
- IV Communication: Language and Culture
- V Field Work, News Reporting Editing, Publications in Janavani and other Media agencies and Viva Voce

Distribution of Papers M.A. Second YEAR

- VI Tribal, Rural and Folk Communication
- VII Audio-Visual Communication: Graphics, Layout, Design and Production
- VIII Advertising and Public Relations
- IX Communication and Conscientisation
- X Field Work, Dissertation, Viva-voce and Publication in JANAVANI

PRACTICALS Part 1

- I : Communication, Concepts and Theories
 - II : Mass Media and Society : Growth and Development
- Practicals : Individual and joint projects on a viable micro level use of communication for development.
- III : Communication Research and Statistics
- Practicals : 1. Participant observation reports.
2. Content analysis of a daily newspaper or a communication journal.

Paper - IV Communication : Language and Culture Practicals
Language uses in different mass-media, signs and symbols, reading and writing language, public speaking, non-verbal management of conversation.

Paper - V News Reporting, Editing and Feature Writing. Practicals
Reporting and preparation of case studies of actual contempt or defamation cases. Editing a periodical or writing features for newspapers. Preparation of a wall journal and training in photography. Students are required to undergo training in Janavani - the Village based social daily newspaper published from the institute's premises by the Janavani Trust. It is compulsory for trainee students to publish minimum two reports every month in Janavani. 40% of the Practical Marks will be awarded for publications in the same.

**Paper - VI : Tribal, Rural and Folk Communication
Practicals**

1. Attachment of a tribal/rural village for ten days. Production of a tribal/rural communication form-group action.
2. Writing script on any of the rural communication forms for tribal/rural dev.

**Paper - VII : AV Communication, Graphics, Lay-out design and Production.
Practicals**

1. Use of personal computer - individual study.
2. Study visits to radio, television and audio video production stations.

**Paper - VIII Advertising and Public Relations.
Practicals**

Reporting and news writing on actual events- individual projects.

Paper - IX Communication and Conscientisation.

Practicals

A Ten day attachment to any Scheduled Caste village and application of a communication technique.

Paper - X Field Work, Dissertation and Viva-Voce.